Nola.com: Will Blue Bell bounce back from recall?

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From Nola.com, May 21, 2015:

> Loyal customers may return, but the recall is “incredibly damaging,” especially in areas where Blue Bell is still an unfamiliar name, said Janet Schwartz, an assistant professor of marketing at Tulane University’s A. B. Freeman School of Business.
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> Schwartz added it would take time for Blue Bell to win back the trust of ice cream sellers, especially after reports the company knew about listeria at an Oklahoma plant as far back as 2013.
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> Grocery stores, ice cream parlors and other distributors will need to see changes in how Blue Bell approaches food safety before they restock the brand, she said.
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> “People have emotional bonds to brands. Distributors don’t,” Schwartz said.

To read the article in its entirety, visit Nola.com:

http://www.nola.com/business/index.ssf/2015/05/blue_bell_recall_damages_brand.html